

Production, Shipment of Digital Still Camera
July, January-July in 2014

Unit Upper:PCS, Lower:1,000Yen

Item	Production					Total Shipment(Worldwide)					Shipment to Japan					except for Shipments to Japan(Europe+Americas+Asia+Others)				
	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	3,442,077	101.1	68.1	23,243,796	67.2	3,494,964	105.0	66.4	23,396,156	66.8	443,683	111.9	69.4	3,335,552	76.9	3,051,281	104.1	66.0	20,060,604	65.4
	57,714,892	99.7	74.4	387,465,643	85.1	78,684,143	107.5	79.3	513,744,940	82.9	11,062,868	114.3	82.2	80,202,346	94.1	67,621,275	106.4	78.8	433,542,594	81.1

By Type	Camera with Built-in Lens	2,335,761	103.0	65.3	15,580,903	60.1	2,411,311	107.1	64.3	15,916,455	61.4	312,987	112.1	71.5	2,267,763	72.3	2,098,324	106.4	63.3	13,648,692	59.9
		24,717,940	100.4	69.9	161,946,332	73.3	29,260,727	102.7	69.7	192,258,617	71.6	4,164,759	112.6	73.0	29,769,103	77.9	25,095,968	101.2	69.2	162,489,514	70.6
By Type	Camera with Interchangeable Lens	1,106,316	97.2	74.8	7,662,893	88.4	1,083,653	100.6	71.8	7,479,701	82.2	130,696	111.5	64.8	1,067,789	88.8	952,957	99.3	72.9	6,411,912	81.2
		32,996,952	99.2	78.1	225,519,311	96.2	49,423,416	110.5	86.3	321,486,323	91.5	6,898,109	115.3	89.0	50,433,243	107.3	42,525,307	109.8	85.8	271,053,080	89.0
By Type	Single Lens Reflex	835,732	96.5	65.6	5,977,100	82.3	808,803	100.2	63.6	5,713,238	75.8	70,317	103.5	57.3	643,657	83.5	738,486	99.9	64.3	5,069,581	74.9
		25,407,482	98.0	68.4	179,882,556	89.5	37,826,974	113.2	76.4	249,140,210	83.0	4,530,376	113.2	85.3	33,461,049	101.7	33,296,598	113.2	75.3	215,679,161	80.7
By Type	Non-Reflex 5)*	270,584	99.5	131.7	1,685,793	119.2	274,850	102.1	115.8	1,766,463	113.2	60,379	122.6	76.5	424,132	98.1	214,471	97.5	135.3	1,342,331	119.0
		7,589,470	103.6	147.9	45,636,755	136.3	11,596,442	102.6	148.8	72,346,113	141.3	2,367,733	119.7	97.2	16,972,194	120.1	9,228,709	99.0	172.2	55,373,919	149.4

(By Destination)

Unit Upper:PCS, Lower:1,000Yen

Item	Shipments to Japan					Shipments to Europe					Shipments to Americas					Shipments to Asia					Shipments to Other Areas				
	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*	Jul.	2)*	3)*	Jan.-Jul.	4)*
		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)		(%)	(%)		(%)
Digital Still Camera Total	443,683	111.9	69.4	3,335,552	76.9	1,096,543	108.9	57.7	7,318,676	65.3	856,101	100.6	62.1	5,704,264	57.1	956,878	97.4	79.5	6,278,424	74.3	141,759	154.8	103.8	759,240	75.2
	11,062,868	114.3	82.2	80,202,346	94.1	19,886,355	107.3	62.8	137,625,898	75.6	17,391,992	106.3	76.1	109,738,153	70.7	27,960,906	103.3	95.7	173,936,775	93.6	2,382,022	151.9	117.8	12,241,768	104.6

By Type	Camera with Built-in Lens	312,987	112.1	71.5	2,267,763	72.3	854,576	120.3	60.7	5,267,634	64.1	622,142	98.4	60.5	4,224,990	53.1	507,923	91.5	66.7	3,528,897	62.0	113,683	153.3	99.1	627,171	69.8
		4,164,759	112.6	73.0	29,769,103	77.9	9,954,130	116.4	68.6	61,741,065	75.5	7,183,467	91.7	66.6	49,428,569	61.4	6,791,290	89.8	69.4	44,487,134	74.2	1,167,081	136.5	100.5	6,832,746	85.8
By Type	Camera with Interchangeable Lens	130,696	111.5	64.8	1,067,789	88.8	241,967	81.7	49.0	2,051,042	68.6	233,959	107.2	66.8	1,479,274	72.8	448,955	105.0	101.5	2,749,527	99.6	28,076	161.5	128.3	132,069	119.9
		6,898,109	115.3	89.0	50,433,243	107.3	9,932,225	99.5	57.8	75,884,833	75.7	10,208,525	119.7	84.6	60,309,584	80.8	21,169,616	108.5	108.9	129,449,641	102.9	1,214,941	170.4	141.2	5,409,022	144.8
By Type	Single Lens Reflex	70,317	103.5	57.3	643,657	83.5	183,445	77.4	40.6	1,683,352	62.2	187,070	106.6	55.7	1,251,775	67.7	348,235	110.0	100.9	2,046,163	96.6	19,736	188.0	114.9	88,291	99.5
		4,530,376	113.2	85.3	33,461,049	101.7	7,537,699	99.8	48.2	60,715,369	67.1	8,191,625	126.6	71.4	50,137,135	73.1	16,675,904	111.3	101.8	101,168,520	96.1	891,370	216.9	129.5	3,658,137	123.4
By Type	Non-Reflex 5)*	60,379	122.6	76.5	424,132	98.1	58,522	98.7	138.9	367,690	130.2	46,889	109.5	321.4	227,499	125.0	100,720	90.8	103.7	703,364	109.6	8,340	121.1	177.7	43,778	204.4
		2,367,733	119.7	97.2	16,972,194	120.1	2,394,526	98.3	155.9	15,169,464	156.3	2,016,900	97.8	341.2	10,172,449	167.1	4,493,712	99.4	146.9	28,281,121	138.0	323,571	107.1	187.7	1,750,885	226.5

(Camera & Imaging Products Association)

Note:1) Figures by CIPA member companies' only , including their overseas production.

2) Comparison over the previous month.

3) Comparison over the same month a year ago.

4) Comparison over the same period a year ago.

5) "Non-Reflex" includes cameras such as so-called mirrorless cameras, compact system cameras, rangefinder cameras with interchangeable lens and interchangeable unit system cameras, and similar cameras.